

Atty. Docket No. YOR9-2000-0138US1  
(590.010)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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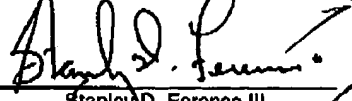
APR 04 2005

In re Application of : Kienzle et al.  
Serial No. : 09/578,675 Examiner : J.Ustaris  
Filed : May 25, 2000 Art Unit : 2611  
For : CREDIT BASED MEDIA PRESENTATION

April 4, 2005

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being facsimile transmitted to the United States Patent and Trademark Office, Fax No. (703) 872-9306 on June 30, 2004.

  
Stanley D. Ference III  
Reg. No. 33,879

April 4, 2005  
Date of Signature

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated December 2, 2004, please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 9 of this paper.